

presenting an electronic selection guide page for funeral arrangements, which lists a plurality of selectable user actions for interactively guiding a user in planning a funeral and selecting said funeral arrangements;

displaying an electronic response page in response to selection of one of said plurality of user actions, said electronic response page providing information on available funeral services and products in the database and enabling selection of said available funeral services and products;

generating a summary list of selected said funeral services and products in response to another selected user action; and

providing said summary list.

2. The method according to claim 1 further comprising the steps of:

customizing funeral service information contained in said database by:

presenting said electronic selection guide page for funeral arrangements;

displaying a current services page in response to a selected user action for services from said electronic selection guide page and populating said current services page with existing funeral service information in said database;

customizing service information as it should appear to a user; and

updating said database with said customized funeral service information.

3. The method according to claim 1 further comprising the steps of:

customizing funeral product information contained in said database by:

presenting said electronic selection guide page for funeral arrangements;

displaying a funeral products information page in response to selected user action for products from said electronic selection guide page and populating said funeral products page with existing funeral products information in said database;

flagging which of said products information from said database to display on a user funeral products page;

customizing product information as it should appear to a user on said user funeral products page; and

updating said database with said customized funeral product information.

4. The method according to claim 1 further comprising the steps of:
 - updating said database provided by said distributor by:
 - presenting a selectable options page for funeral arrangements;
 - downloading from a database server of said distributor a products information update in response to a user selection from said selectable options page regarding inventory update; and
 - updating said database with said products information update.
5. A method according to claim 1 further comprising the steps of:
 - ordering from said distributor by:
 - forwarding a products list generated from said summary list to a database server of said distributor for processing delivery of products in response to a user action for ordering said products after providing of said summary list.
6. A method according to claim 1 wherein the step of providing said summary list includes the step of displaying said summary list with a further user selectable option of printing said summary list.
7. A method according to claim 1 wherein the step of presenting an electronic selection guide page includes the step of navigating to a selection room page, a services page, a products page, a customers page, a cash advance page, a setup page, a shipping addresses page, an order/update page, an inventory update page, a casket price list page, a urn price list page, and a service price list page in response to user's actions.
8. The method according to claim 1 further comprising of the step of:
 - displaying a multimedia presentation corresponding to user action for information each time said user action for information is selected.

9. The method of according to claim 8 wherein the step of displaying a multimedia presentation includes the step of showing a video clip, displaying text, and playing a sound file.

10. The method according to claim 5, further comprising of the step of:
compiling and sending an e-mail message from said server database of said distributor to said database, said e-mail message containing confirmation of said products ordered and expected delivery dates.

11. (Amended) A funeral arrangement planning system comprising:

a computer having a memory device storing information related to funeral products and services, and a display terminal for displaying said information, said computer running a funeral planning application that interactively guides a user through the planning of a funeral, which accepts funeral arrangement data from a user and, when necessary, can access said information and said funeral arrangement data stored in said memory device and store said information and said funeral arrangement data to said memory device;

an input device for entering said funeral arrangement data and said information in said memory device and for selecting visual objects display on the display terminal related to said funeral planning and said funeral products and services; and,

a communication device for connecting to a remote server database of a distributor of said funeral products and services to update said information and said funeral arrangement data stored in said memory device and to provide said funeral arrangement data to said server database.

12. A computerized method of planning a funeral for a loved one comprising:

presenting an electronic selection guide to solicit selection of funeral arrangement preferences for the funeral by providing a series of questions which interactively guides a user through a funeral arrangement process, each of said questions providing user-selectable choices to indicate said funeral arrangement preferences;

presenting an electronic response page which displays appropriate funeral services and/or products in response to said funeral arrangement preferences;
permitting selection and personalization of displayed said funeral services and/or products from said electronic response page; and
displaying a selection summary page detailing selection and cost of selected funeral services and/or products.

13. The method of claim 12 comprising entering biographical information on an electronically displayed biographical entry form.
14. The method of claim 12 wherein said appropriate funeral services and/or products displayed on said electronic response page are populated from a database.
15. The method of claim 12 comprising presenting electronically an introduction page which provides funeral arrangement information.
16. The method claim 12 comprising presenting electronically a package page enabling user selection of various packages of preselected funeral products and/or services.
17. The method of claim 12 comprising electronically an order to order from a respective distributor of said selected funeral services and/or products.
18. The method of claim 17 comprising electronically receiving a confirmation from said respective distributor of said order.
19. The method of claim 12 wherein said funeral is at-need.
20. The method of claim 12 wherein said funeral is pre-need.
21. The method of claim 12 comprising presenting electronically an information page regarding a particular funeral service or product if so user-selected.

22. The method of claim 12 wherein said user-selectable choices permit determination of said user preferences for said funeral regarding disposition, type of service, number of days, location, and the like.

23. The method of claim 12 wherein said service and product include cremation, burial, transportation, caskets, urns, and funeral related merchandise.

REMARKS

Attached hereto as appendix A is a marked-up reproduction of the rewritten paragraph and above amended claims with additions underscored and deletions bracketed. No new matter has been entered.

New claims 12-23

New claims 12-23 are presented to protect an embodiment of the invention not previously noted and for which protection is desired. Support for new claims 12-23 is provided for in the specification and FIGS. 1-15. No new matter has been entered. In particular, applicant believes that claims 12-23 are allowable in view of the cited prior art, as the "Preparing for the Sweet Hereafter with PLAN4ever.com" publication does not disclose or suggest presenting an electronic selection guide to solicit selection of funeral arrangement preferences for a funeral by providing a series of questions which interactively guides a user through a funeral arrangement process, each of the questions providing user-selectable choices to indicate the funeral arrangement preferences, as recited by independent claim 12.

Rejection of Claims 1-11 under §103(a)

Yagasaki is directed to a virtual mall providing a searching capability to locate and order a service or product offered by a number of vendors. As the pointed out, the reference to Yagasaki does not specify that the products ordered are for funeral arrangements. To correct this deficiency, the Examiner points to the "Preparing for the